

BRANDON SYSTEMS INSTITUTE

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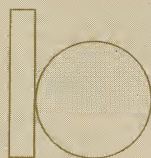
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SYS CONS  
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A Division of BRANDON APPLIED SYSTEMS, INC.

BRANDON SYSTEMS INSTITUTE



**DATA BASE  
ORGANIZATION  
AND  
MANAGEMENT**

**Washington  
December 2-3**

**Atlanta  
December 9-10**

**Dallas  
January 6-7**

**San Francisco  
January 13-14**

**MANAGEMENT  
STANDARDS  
FOR  
DATA  
PROCESSING**

**Washington  
December 4-5**

**Atlanta  
December 11-12**

**Dallas  
January 8-9**

**San Francisco  
January 15-16**

**DOCUMENTA-  
TION  
STANDARDS**

**Washington  
December 6**

**Atlanta  
December 13**

**Dallas  
January 10**

**San Francisco  
January 17**

**data processing seminars**



## DATA BASE ORGANIZATION AND MANAGEMENT

**COURSE OBJECTIVE:** This course provides instruction in the basic analytical and design problems associated with effective data base organization and management. Selected general purpose processors are discussed as tools for Data Base Management. Class problems are used to illustrate data base design alternatives.

### COURSE OUTLINE

#### FIRST DAY

##### Introduction

Objectives . . . Definitions . . . Impact Upon Management Information

##### Implicit Goals of a Data Management System

User Convenience . . . Management Control . . . Content Retrieval . . . Data Independence Programs . . . Devise Independent Data Banks

##### File Organization with a Data Management System

Basic Structures

Indexing Schemes — Randomizing — List Structures (Use in Cross-referencing Records and Files—List Manipulation)—Hybrid

Hierarchical Structures . . . Involute Structures

##### Managing the Data Base

Determining Batch Versus On-line Processing Requirements . . . Maintaining the Quality of the Data Base . . . Maintaining the Level of User Service . . . File Expansion and Restructuring . . .

#### SECOND DAY

##### Optimization of File Searching and Retrieval

Assessing User Requirements . . . Evaluating Search Strategies . . . Methods and Techniques  
List Fragmentation—Inverted Files—Paging

##### Processor Languages for Data Management

Types of Processors Available . . . User Interface . . . Characteristics . . . Limitations

##### Class Problem

Problem Statement . . . Analysis of Alternatives . . . Comparison of Generalized and Specialized Approaches . . . Development of Design Concept and Data Management Strategy

## MANAGEMENT STANDARDS FOR DATA PROCESSING

**COURSE OBJECTIVE:** Defines methods and performance standards for data processing operations, systems, and programming and shows how to approach the task of organizing and implementing standards for a data processing installation.

### COURSE OUTLINE:

#### FIRST DAY

Growth of the Industry

The Need for Standards

The Standards Manual

Standards in  
Management Control

Problems in Data  
Processing Management

The Data Processing  
Organization

Standards for Systems  
Analysis

Standards for  
Programming

Standards for Testing

#### SECOND DAY

Standards for  
Documentation

Standards for Operation

Installation and Enforcement

Approaches to  
Performance Measurement

Performance Standards  
for Programming

Performance Standards  
for Systems Analysis

Uses of Performance Standards

Scheduling, Budget and  
Project Accounting

Cost Estimating and  
Cost Accounting



## DOCUMENTATION STANDARDS

**Course Objective:** Defines documentation in terms of purposes, types and responsibilities, and emphasizes the importance of documentation standards. Describes the role of documentation within systems development, and outlines methods of developing standards.

### COURSE OUTLINE

#### Purposes of Documentation

Communication . . . Control . . . Historical  
Reference . . . Instruction

#### Project Control Points

#### Types of Documentation

Analytical . . . System . . . Program . . .  
Operation . . . User Management

#### Factors Affecting Documentation

Management Commitment . . . Project  
Characteristics . . . Technical Environment

#### Components of Documentation

Analytical . . . System Specification . . .  
Program Documentation . . . Operating In-  
structions . . . Data Management Instruc-  
tions . . . User Aids

#### Documentation Library

Functions . . . Contents . . . Responsibili-  
ties . . . Organization

#### Documentation Maintenance

Authority and Control . . . Techniques

#### Development of Documentation Standards

Preparatory Tasks . . . Points to be Con-  
sidered in Developing Standards

## PRINCIPAL INSTRUCTORS

### Dick H. Brandon, President Brandon Applied Systems, Inc.

Mr. Brandon was Director of Data Processing Services for The Diebold Group, Inc., prior to organizing Brandon Applied Systems, Inc. He was also a project coordinator on International Business Machines' applied programming staff. His degrees in industrial engineering were taken at Columbia University, where his studies emphasized the effects of automation. He has lectured at both Columbia and New York Universities. Mr. Brandon is the author of "Management Standards for Data Processing," published by D. Van Nostrand, the major published work on data processing standards.

### Max Gray, Vice President—Professional Services Brandon Applied Systems, Inc.

Mr. Gray is a specialist in installation management. His areas of concentration include the development of methods and performance standards, evaluation of installation performance, evaluation and selection of equipment, and designing and implementation of data processing applications. During ten years in data processing, Mr. Gray's practical experience has encompassed the administration of complex planning and development projects, supervision of programming and operating personnel, and organization of managerial and technical training programs.

### A. M. Ficarra, Senior Consultant Brandon Applied Systems, Inc.

Mr. Ficarra is a specialist in development of installation standards. His experience includes both scientific and commercial environments. He has concentrated in the areas of project and operations control systems, methods standardization for systems and programming staffs, data processing planning, management auditing, and design and implementation of large scale systems. His background includes project management, technical writing and high level computer language translation.



## REGISTRATION AND FEES

To register, write or phone the Registrar, Brandon Systems Institute, at the Washington or New York addresses listed below. Fees, including luncheon and course materials, are:

NUMBER OF SEMINAR DAYS				
1	2	3	4	5
\$100	\$175	\$250	\$325	\$400

These prices apply to both individual seminars and to seminars in a series. The \$250 fee for three seminar days, for example, may be applied to a three-day seminar or to a series consisting of a two-day and a one-day seminar.

Because there is normally a waiting list of those wishing to attend each course offering, there is a \$35 charge for cancellation . . . unless the cancellation is received in writing one week in advance of the course offering.

## SEMINAR LOCATIONS

**Washington:** The Sheraton Carlton Hotel is located in the heart of Washington's business district at Sixteenth and K Streets, N.W. The hotel is holding a block of rooms for student registrations. Room rates are \$22.50 for singles and \$27.50 for doubles. (202) 638-2626.

**Atlanta:** The Executive Park Motel is holding a block of rooms for student registration. Rates are \$13.00 to \$16.00 per night for singles and \$16.00 to \$20.00 per night for doubles. The motel is located at 1447 N. East Expressway, (404) 634-4231.

**Dallas:** The Royal Coach Inn, located at 3800 W. Northwest Highway at Love Field in Dallas is holding a block of rooms for student registration. Room rates are from \$14 to \$19 for singles and \$18 to \$23 for doubles. (214) FL. 7-9561.

## ABOUT THE BRANDON ORGANIZATION— where EDP training is a natural outgrowth.

Brandon Applied Systems, Inc. is an internationally recognized management consulting firm specializing in information and data processing systems. The Company, founded in early 1964 by a group of long-experienced data processing professionals, offers a wide range of services, including: *management audit, feasibility studies, planning and implementation, standards development and implementation, systems design and programming, technical writing, market and product planning . . . and training.*

Training emerged early as a much-in-demand service when clients recognized that instruction of personnel was a particularly effective part of a Brandon Applied Systems consulting contract. The development of private, in-company courses soon led to a widely accepted group of publicly available courses designed to bring about more effective management and control of computer installations. In 1966 Brandon Systems Institute was formally organized as the training division of the Company. The Institute courses, conducted throughout the year and at several different cities, offer instruction from those senior consultants of the Company who are continually active in the subjects they teach.

Brandon/Systems Press, the publishing division of the Company, produces texts, reference books, special materials and, in cooperation with Moody's Investors Service, Inc., publishes the "Computer Industry Survey," a continuous analysis of the technical and financial aspects of the industry.

In addition to its headquarters and publishing division in New York City, the Company maintains offices in Washington, Boston, Chicago, and London, England, and has affiliates in Scandinavia and Australia.

For additional information about Brandon Applied Systems services, contact any of the offices listed.



BRANDON SYSTEMS INSTITUTE is the training division of BRANDON APPLIED SYSTEMS, INC., the international data processing consulting firm. Instructors for all courses are drawn from the staff of BRANDON APPLIED SYSTEMS, INC., and are senior consultants active in the subject they are teaching.

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## BRANDON SYSTEMS INSTITUTE

1611 North Kent Street  
Arlington, Virginia 22209  
Tel.: (703) 525-2620

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30 East 42nd Street  
New York, New York 10017  
Tel.: (212) 986-1518

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BRANDON SYSTEMS INSTITUTE

1611 North Kent Street, Arlington, Virginia 22209 Tel.: (703) 525-2620

BRANDON OFFERS A MANAGEMENT SERIES  
OF COURSES IN YOUR AREA THIS WINTER

Dear Sir:

Brandon Systems Institute, the largest independent advanced data processing training organization in the United States, is proud to present a week long series of management courses in your area in December and January.

First, DATA BASE ORGANIZATION AND MANAGEMENT is an intensive two-day course for:

- systems professionals, involved in data base development projects, and
- managers and auditors concerned with direction and control of advance information systems.

This course presents significant advances in file design and data base management. Criteria are presented for evaluating alternative approaches to:

- storage media selection and allocation,
- complex file processing,
- simple and complex retrieval requirements, and
- data base expansion and restructuring.

A class problem is used to illustrate the application of several advanced data base design schemes to practical systems problems. Several generalized file processing packages are reviewed.

Second, MANAGEMENT STANDARDS FOR DATA PROCESSING, defines methods and performance standards for data processing operations, systems and programming and shows how to approach the task of organizing and implementing standards for a data processing installation.

This course brings order out of confusion in computer systems, programming and operations. It eliminates the crisis-to-crisis atmosphere. Success is evident in those installations where standards are in use. Without false modesty we can say that our organization has made a strong contribution to this significant change for the better. To a large extent our reputation is based on our work in the standards area.

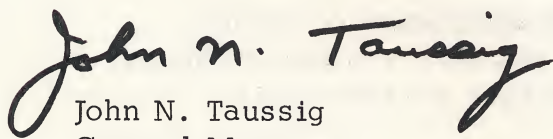
Dick Brandon wrote the book "Management Standards for Data Processing" and this two-day seminar of the same name draws both from it and from our extensive experience in the field.

As part of the course you will receive a complimentary copy of the 416 page text, "Management Standards for Data Processing" included with other student materials for the course.

The third Brandon course, DOCUMENTATION STANDARDS, is a brief, clear approach for those who are in the process of training their staff in the essential, but often ignored, function of documentation. Documentation of the systems development process is presented as a defined, practical process in this seminar. A model documentation systems is described along with suggested approaches to making systems documentation an integral part of your investments in systems analysis and design activities.

Register now for all, or any, of these Brandon Systems courses by returning the enclosed registration card today.

Sincerely,

  
John N. Taussig  
General Manager



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# register me for:

Name: \_\_\_\_\_

70A Title: \_\_\_\_\_

Firm: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Zip: \_\_\_\_\_

**ADDITIONAL STUDENTS:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

☐ Bill Me

☐ Bill My Company

☐ Check Enclosed

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# business reply card

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## SEMINAR LOCATIONS

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Sheraton Carlton Hotel  
16th & K Sts., N.W.  
(202) 638-2626

### Atlanta, Ga.

Executive Park Motel  
1447 N.E. Expressway  
(404) 634-4231

### Dallas, Texas

Royal Coach Inn  
3800 W. Northwest Hwy.  
(214) 357-9561

## BUSINESS OFFICES

### New York, N. Y.

30 East 42nd Street  
(212) YU 6-1518

### Arlington, Virginia

1611 North Kent Street  
(703) 525-2620